A. A. N. Convention, July 19-21, Hotel Stevens, Chicago

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LVI No. 1 **JULY 1, 1932** **Per Copy 15c**

"PROSPERITY is just around the corner etc."

The Storrs & Harrison Co., Painesville, Ohio
ADV.—APRIL, MAY, JUNE

Good News!

The "corner" has been torn down!
Take a good look.
Now come on, brothers, --but don't crowd!"

ESTABLISHED 1854
THE STORRS AND HARRISON CO.
TREES PLANTS SEEDS
PAINESVILLE, OHIO.
TRADE MARK

1500 Acres

78th Year

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American Fruits Publishing Co.

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SAXOLIN

DUPLEX CRINKLED

COSTS LESS THAN BURLAP

MAKES CLEAN-NEAT BUNDLES

DOES A BETTER JOB

KEEPS THE MOISTURE IN

We will send full size working samples that will prove in your own shipping room that *SAXOLIN* is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

SAXOLIN is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try *SAXOLIN* now and be ready for your next shipping season.

CHASE BAG Co.

Specialty Dept. -:- Cleveland, Ohio

The Preferred Stock

NEW ROSES

Among other specialties to be disseminated this year, we announce the following varieties:

THE LEADERS FOR 1932-33

BLAZE (Clbg.)—A marvelous hardy, everblooming scarlet red Climber. An everblooming Paul's Scarlet Climber and Teplitz seedling—in our opinion destined to enormous popularity—A Real Leader. (Plant Patent No. 10.)

COMTESSE VANDAL (H. T.)—Has taken Europe by storm for its long slender bud and exquisite flower. Five European Gold Medals. A novel bronze coral, salmon and gold combination. (Patent applied for).

DOTTY (H. T.)—Gold, orange and copper, rioting in an unusual blend. Vigorous, hardy, healthy.

EDITH KRAUSE (H. T.)—Hardy and robust—a majestic white rose, double and fragrant.

ESSENCE (H. T.)—A vigorous double Etoile de Hollande—velvet crimson with pungent fragrance.

MAX KRAUSE (H. T.)—A vigorous disease resistant gold yellow without the criticized black center so often present in "Pernet." (Patent Applied for.)

SOUVENIR (A golden Talisman) (H. T.)—The most "Gold Medaled" of 1932 roses. A golden yellow sport of Talisman. Will be THE Yellow rose of the year for garden and cut flower use. A sure-fire hit. (Patent Applied for).

Complete information, including sales helps and prices, on request, or any one of our convention representatives will be glad to talk with you.

Jackson & Perkins Company
Wholesale Only
Newark, New York.

PORTLAND, OREGON

The Rose City Known Everywhere

No better roses are grown than in this territory. The ideal climate and soil conditions produce stock on non-irrigated land far superior than roses grown under irrigation during growing season. These roses are thoroughly ripened before digging season which commences October 20th until January 1st.

Why not order such quality for your fall trade? A trial order will convince you of quality, proper understock low budded, well graded and packed by growers of a life time.

Associated Portland Rosegrowers

Represented by
MR. A. BAURMANN
106 West South St.
PAINESVILLE, OHIO

who has visited our fields and is glad to give information and quotations.

1847 1932

A complete line of trees, shrubs, evergreens and fruits.

Write for a circular on our new automatic planting machine.

THE MONROE NURSERY

I. E. ILGENFRITZ' SONS COMPANY
Monroe, Michigan

Wayside Gardens

HARDY PERENNIAL PLANTS EXCLUSIVELY

Write for Trade List

THE **WAYSIDE GARDENS** CO.
MENTOR, OHIO

AMERICAN NURSERYMAN ---- July 1, 1932

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for $2.00 a year; Foreign $2.50 a year; Canada $3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER
General Manager

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammeled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

☞ This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,
Rochester, N. Y.

Classified Business Announcements In Current Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

American Bulb Company	Importers Bulbs, Seeds, Etc.	11
Bernardin, E. P.	General Nursery Stock	13
Bobbink & Atkins	Broadleaf Evergreens, Etc.	13
Bridgeport Nursery	General Nursery Stock	4
Bristol, H. R.	Trees	15
Burr & Company, C. R.	General Nursery Stock	11
Canterbury Nurseries	Boxwood	13
Chase Bag Co.	Saxolin	2
Chase Company, Benjamin.	Nursery Labels	13
Conigisky, B. F.	Hand Colored Photographs	15
Dintelman's Nursery	Peach, Apple, Etc.	12
Foster Nursery Co.	Grape Vines, Currants, Etc.	4
Harmel Peony Co.	Peonies	15
Herbst Bros.	Tree and Shrub Seeds	11
Hill Nursery Co.	Evergreen Plate Book	13
Hill Nursery Co., D.	Evergreen Specialists	16
Hobbs & Sons, C. M.	General Nursery Stock	4
Hoganaville Nurseries	Peach Pits	11
Horticultural Advertiser	Trade Paper	14
Howard-Hickory Co.	Peach Pits	13
Howard Rose Co.	Roses	11
Ilgenfritz' Sons Co., I. E.	Fruits and Ornamentals	2
Jackson & Perkins	General Nursery Stock	2
Kelsey Nursery Service	Lining Out Stock	13
Lovett, Lester C.	Privet and Berberis	11
McLaughlin, Gormley, King	Selocide	4
"Modern Nursery"	Valuable Book	15
Monroe Nursery	Fruits and Ornamentals	2
Naperville Nurseries	Lining-out Stock	13
Neosho Nurseries Co.	Digger	15
Northeastern Forestry Co.	Lining-out Evergreens	13
Norton, A. L.	Pin Oak Seedlings	14
Painesville Nurseries	General Nursery Stock	1
Parsons Wholesale Nurseries	General Nursery Stock	13
Portland Wholesale N. Co.	Seedlings	13
Princeton Nurseries	General Nursery Stock	11
Process Color Printing Co.	Loose-leaf Plate Book	11
Ramsey & Co., L. W.	Catalogue Printers	11
Shunk Mfg. Co.	Insecticide Dusting Machine	11
Simpson Nursery Co.	Pecan Trees	15
Southern N. & L. Co.	Peach Seed	11
Storrs & Harrison Co.	General Nursery Stock	1
S-W Supply Co.	Nursery Markers	11
Wanted	Position with Nursery	14
Washington Nurseries	Seedlings, Etc.	15
Wayside Gardens Co.	Hardy Perennial Plants	2
Westcott Nursery Co.	Evergreens, Shrubs, Trees	14
Westminster Nursery	Privet, Poplar, Etc.	11
Willis Nursery Co.	Lining-out Stock	15
Wohlert, A. E.	General Nursery Stock	13

Discovered! ...the Only Sure DEATH TO RED SPIDERS

These FIVE FACTS can save you hundreds of dollars:

1—SELOCIDE kills red spiders—90% to 100% with ONE application.

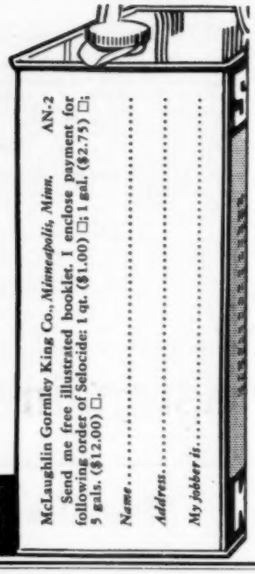
2—SELOCIDE has been tested and found satisfactory by leading entomologists such as Prof. Alex Laurie.

3—The killing agent in SELOCIDE is Selenium—a powerful new active principle.

4—SELOCIDE is much more effective against red spiders than the best pyrethrum and derris (Rotenone) sprays.

5—SELOCIDE when properly used does not remove the bloom from carnations. Also helps to control mildew.

Start today to wipe out the red spider menace with this amazing new discovery. The coupon on right will bring you free illustrated booklet. You can also use it to order a quart or more of Selocide. Just try it!



McLaughlin Gormley King Co., Minneapolis, Minn. AN-2
Send me free illustrated booklet. I enclose payment for following order of Selocide: 1 qt. ($1.00) □; 1 gal. ($2.75) □; 5 gals. ($12.00) □.
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SELOCIDE Slaughters RED SPIDERS

FREDONIA GROWN

Grapes, Currants, Gooseberries
Blackberries and Raspberries

A complete stock in all the standard varieties including the new

Fredonia, Ontario and Portland
GRAPES

SEND YOUR WANT LIST FOR QUOTATIONS

FOSTER NURSERY CO. Inc.
FREDONIA, N. Y.
Office and storage one block off Route 20

FALL -- 1932 CAR LOTS OR LESS

CHERRY—1 and 2 year
SHRUBS—Especially **Spirea Vanhoutte, Barberry, Bush Honeysuckle, Forsythia**
ELMS—Thousands of them, **American, Vase and Moline.** Finest that grow, up to 3 inches.
SOFT MAPLE—Large quantity, up to 4 inches.
NORWAY MAPLE—Up to 2½ inches
PEONIES—100,000 best varieties
ARBOR VITAE PYR.—Up to 8 feet
MUGHO PINE—Up to 2½ feet
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PFITZER JUNIPER—Bushy, well filled, up to 4 feet
A general line of other items in lesser quantities.

C. M. HOBBS & SONS, Inc., Bridgeport, Indiana
Established 1875
LARGEST NURSERY IN INDIANA

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July 19-21, 1932; West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 22-24, Riverside, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—H. Fiel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., Sparta.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Affton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Sec'y., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.

New York Nurserymen's Associaton—Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 5310 Belle Isle Ave., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. Aug. 30-31, Sept. 1, 1932, Portland, Ore.

Pennsylvania Association of Nurserymen—H. L. Haupt, Hatboro, Pa.

Rhode Island Nurserymen's Association—V. A. Vanicek, Secy., Newport.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—Chas. N. Keiter, Secy., 159 So. Balm Dr., Beverly Hills, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Charlotte, N. C. 1932: August 24-25, Chattanooga, Tenn.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, sec'y., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg. August 15, Roanoke.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, sec'y., Pardeeville.

LESS THAN FOUR CENTS A WEEK—**Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and internaflonal circulation. Reaching every state in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: $2.00 per year; two years for $3.00. A one-inch advertisement for $2.10; under yearly term, $1.90.**

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

The Nurseryman's Forte:
To Make America More Beautiful and Fruitful

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade
National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVI **ROCHESTER, N. Y., JULY 1, 1932** **No. 1**

Outstanding Innovation In Convention Program

Of American Association—Afternoon Sessions Given Over to Group Meetings—Landscape Gardeners, Propagators, Retailers, Growers Recognized as Distinct Groups

THE important matters to receive attention at the A. A. N. Convention this month should induce more members than ever to make plans to be in Chicago July 17-21. The Stevens Hotel has been selected as Convention Headquarters.

An outstanding feature of the program is the group sessions scheduled for the afternoon meetings. In fact, the entire program has been so arranged so as to interest all of those who are planning to attend.

It is expected that the Wednesday morning session will prove of much interest to members, when Messrs. Fortmiller, Hillenmeyer, Ramsey and Naeckel report on the association's advertising matters, past and present and when future plans, if any, must be provided for.

It is expected that at the Wednesday afternoon session the matter of the proposed national retail Nurserymen's organization will receive full consideration. C. L. Boone, chairman of that session, has been in communication for many months with interested Nurserymen regarding such an organization. Undoubtedly he will have very complete information to impart.

Oliver A. Hobbs, chairman of the arrangements committee, says he believes the coming meeting will be a success in every way. The committee feels that it has worked out a good plan in connection with the program. Mr. Hobbs calls special attention to six of the show places of Chicago located in the neighborhood of the headquarters hotel. They are: Buckingham Fountain, one of the largest and most beautiful fountains in the world, just opposite Hotel Stevens; Alder Planetarium and Astronomical Museum, the only institution of its kind in the country; John G. Shedd Aquarium; Field Museum of Natural History; Soldier Field, and Art Institute. A. A. N. members have met in Chicago on so many occasions that undoubtedly they know just what they want to see when they go there.

This year an added attraction is the Fair Grounds and buildings being erected for the World's Fair which opens June 1, 1933—a Century of Progress Exhibition, that is a much talked of affair even in the process of formation. Interesting features and the opportunity to view this mammoth undertaking, under construction, were outlined in **American Nurseryman** columns June 15 issue, at page 244.

The use of airplanes for spraying orchards and sulphuring vineyards is growing in San Joaquin County, Cal.

Program and Arrangements

57th Annual Convention

Time: All programs conform to Chicago daylight saving time.

SUNDAY, JULY 17

8:30 a. m. Executive Committee meeting.

MONDAY, JULY 18

8:30 a. m. Breakfast. Board of Directors, Market Development Committee.

9:00. Secretary's office, registrations, North Assembly room.

9:30. Trip to Dundee, Ill. Nurserymen's cars desired. Bus provided for those without cars.

12:00. Luncheon as guests of the D. Hill Nursery Co., Dundee, Ill.

1:30 p. m. Golf tournament, East against the West (no handicaps). Captain Eastern team, Clarence Perkins, Newark, N. Y. Captain Western team, Harold Welch, Shenandoah, Iowa. Dividing line Indiana-Illinois boundary line. The above golf tournament will be played upon the municipal golf course of Dundee, Ill., which is furnished free through the courtesy of the D. Hill Nursery Co. All Nurserymen are urged to bring their clubs and take part.

6:00 Golf dinner, open to all. Presentation of Baby Rambler cup. Mr. Jock Hutchinson, nationally famous Pro, is expected to be present and address this meeting.

8:00. Committee meeting of Retail Nurserymen. Chairman, Chet Marshall, Arlington, Nebr.

8:30. Annual meeting American Protective Association, C. J. Maloy, Secretary, Rochester, N. Y.

TUESDAY, JULY 19

9:30 a. m. Opening session of Convention. Convention called to order. Invocation by Rev. E. L. Shaw, Wheeling Presbyterian Church, Wheeling, Ill. Address of Welcome by Henry J. Holm, Gregg College, Chicago. Response by M. R. Cashman, Madison, Wis. Announcements by Chairman of Committee on Arrangements, O. A. Hobbs, Bridgeport, Ind.

President's Address by E. C. Hilborn, Valley City, N. D.

Secretary-Treasurer's Report by Chas. Sizemore, Louisiana, Mo.

Address by Donald D. Wyman, North Abington, Mass.—"The Nurserymen of 1932."

Address by M. Q. Macdonald, Attorney for A. A. N., Washington, D. C.

Address by John Watson, Winona, Ontario.—"Surpluses, Their Cause and Cure."

Appointment of Committees.

12:00. Luncheon for ladies in Tower Ball Room. Address by Alfred C. Hottes, Des Moines, Iowa.—"Modern Trends in Landscape Gardening."

2:00 p. m. Nurserymen in Group Sessions.

Note: Nurserymen are urged to join these group sessions going to the group which is of greatest interest to them. In each group will be given opportunity for discussion. Set speeches are not planned.

Landscape Gardening Group—Chairman, Wm. A. Natorp, Cincinnati, Ohio, West Ball Room. (Non-professional) a discussion of landscape gardening topics of especial interest to the Nursery trade.

Rural Group—Chairman—E. H. Smith, York, Neb. South Ball Room. This program will be devoted to a discussion of problems of especial interest to Nurserymen selling in the farm field, fruits, forest trees, ornamental possibilities, etc.

Propagator's Group—Annual meeting American Plant Propagators Association, H. L. Haupt, Sec., Hatboro, Pa.

8:30. Annual meeting of delegates from State and Regional affiliated organizations to nominate officers and recommend place of next convention.

WEDNESDAY, JULY 20

9:30 a. m. Report of Market Development Committee by Paul V. Fortmiller, Newark, N. Y.

Report of Advertising Committee by Walter W. Hillenmeyer, Lexington, Ky.

Report of Advertising Committee, L. W. Ramsey and E. G. Naeckel.

Address—

Discussion by Nurserymen.

Lunch for M. D. P. Committee.

2:00 p. m. **Nurserymen in Group Sessions.** Retail Session—Chairman C. L. Boone, Rochester, N. Y. Discussion of today's problems of retailing. Agents' contracts, relation to landscape architects, parks and modern methods of delivering and other problems. West Ball Room.

Grower's Group—Chairman, Henry B. Chase, Chase, Ala. Discussion of today's problems of growing, discarding varieties, new varieties to propagate, modern trends in merchandising. South Ball Room.

6:30. Banquet, Grand Ball Room. All attending Nurserymen invited. Entertainment and dancing under direction of Baby Ramblers.

THURSDAY, JULY 21

Morning

Address by H. Lloyd Haupt, Editor National Nurseryman—"The Nursery Business Today and Tomorrow."

Address by E. L. D. Seymour, Editor Florists Exchange—"The Nursery Problems as the Editor Sees Them."

Report of Vigilance Committee and Arbitration Committee by Chas. Sizemore.

Report of Legislative Committee by Wm. Flemer, Jr., Princeton, N. J.

Report of Quarantine Committee by Albert F. Meehan, Dresher, Pa.

Report of Necrology Committee.

Address—"Government in the Nursery Business," Hon. Fred S. Purnell. (Congressman Purnell is member of House Rules Committee and Agricultural Committee, is a man of outstanding ability and recognized conviction on the rights of private industry).

Address—M. R. Cashman, Madison, Wis.

Discussion by Nurserymen.

Synopsis reports from other committees.

Unfinished Business.

Report of Nominating Committee.

New Business.

Election of Officers.

Selection of place for next convention.

Final Adjournment.

Radio Advertising for Selling Nursery Stock

Found To Be Highly Valuable—Quickest Possible Means of Introducing New Varieties—Interested Listeners Get in Touch Within a Few Days

By A. N. Watson, Sales Manager, Monticello, Fla., Nursery Co., Before Southern Nurserymen's Association

COMPETITION for the buyer's dollar is getting keener all the time. The automotive, electric refrigeration, and radio companies are making extremely attractive terms to get it. They are using practically every advertising method known: billboards, newspapers, national magazines, direct mail circulars, and radio.

To meet this competition in advertising the Nurserymen are at a distinct disadvantage, for they cannot spend the enormous sums of money used by these giant industries and must use a form of advertising that will attract the greatest number of customers and bring the greatest volume of sales at the least cost.

It seems that under certain cnoditions a good part of the Nurserymen's advertising money might well be spent in radio advertising. A popular station will reach many thousands of prospects at one time, and if the subject matter and entertainment offered is of sufficient interest, will have their undivided attention. A certain percentage of these listeners will be interested enough to reply. The number of listeners on any station is problematical, and is extremely hard to decide with any degree of accuracy. It is so easy to tune from one station to another that your audience may vary a thousand or more in a few minutes' time if you are using a station having a wide coverage.

Since the retail market for stock grown by members of this association is to a large extent limited to the southeastern states, it is a good plan to get figures showing the possible number who may be listening to your program.

In the states comprising the southeastern area of the country, there are approximately five hundred thousand families owning radio sets. Unfortunately this is only 13.4% of the families located in this area, and is the lowest of any district in the United States. In the middle western states about 35% of the families own sets, and in the southwest about 20%.

Approximately 80% of the radio sets in operation are tuned in sometime between 7 and 11 P. M. each evening, with little preference for any particular day of the week. The maximum audience develops between 8 and 10 P. M. If you wish to reach the farm audience, you can use the time between 6 and 7 A. M. with a good percentage of such listeners; this time is considerably cheaper than that at night.

For a specialty, such as the Mahan pecan which we have advertised principally and which has a fairly wide distribution, the best results from the money spent will probably be obtained by using a high power station with a large coverage. In response to our advertising from KWKH, we have had replies from every state in the Union, most of the provinces of Canada, Alaska, Mexico, Bermuda Islands, Central America and Hawaii. About 50% of the replies from persons living in a section suitable for raising pecans resulted in orders. To my mind Radio Advertising is primarily a method of interesting people sufficiently in your product to get them to make inquiries or to call at your Nursery. When the inquiry is received it is up to the advertiser to have attractive follow up material to land the order. It has been our experience that few people will spend the time to write in who are not genuinely interested in the product advertised. After the original circular or offer is sent these prospects, it should be followed up at least twice to get maximum returns.

Rates on the larger stations, with 5000 watts or more power, vary considerably, and will run from about $50 to $150 for fifteen minute periods after 6 P. M. Daylight rates are usually about one-half these rates, but the audience is also much smaller. Most stations are now limiting the amount of time that can be spent in direct advertising to 3 or 4 minutes for each 15 minute period purchased. The balance must be devoted to music or some sort of entertainment. A survey has shown that the most generally listened to and popular form of entertainment is popular numbers by an orchestra.

Some of the stations sell "spot" announcements. This usually consists of a 100 word anouncement to be made at the option of the broadcasting company, any time between certain specified hours. "Spot" announcements can be obtained on the larger stations for from fifteen to twenty-five dollars per time.

For selling the general run of Nursery stock, which can be obtained from nearly any Nursery, I doubt if using a large station in the South would pay. For those having Nurseries near cities, I believe the best plan is to make arrangements with a low power station having local coverage. Good results can be obtained during daylight hours from such a station, as the larger stations at a distance are not interfering, and most of the women in town having radios are listening to the local station. These local stations put on announcements for as low as $2.00 per time, or a fifteen minute program for about $10. Use them to induce people within driving distance of your Nursery to pay it a visit. Quote special prices on stock you have in surplus and have the stock dug and ready to put in their car when they drive in. Make it as easy as possible for them to buy. You can get local talent to sing or play for almost nothing, as there are many people who are only too glad to get a chance to broadcast. Personal talent is much to be preferred to records in holding the listeners. There is a psychological effect which causes most people to lose interest and think about tuning to another station when the announcement is made, "the next number is a phonograph record," but the Federal Radio Commission requires this announcement to precede each record.

A. N. WATSON, Monticello, Fla.

The advertising part of the talk must be rather short, and give as much interesting information as possible, for if the listeners do not stay with you during the advertising talks, your money is wasted. From personal experience, starting with 10 to 12 minutes talks and gradually cutting down to about 2 minutes per time, I can say that the shorter talks will bring 4 or 5 times the replies the longer ones will. This shows beyond a doubt that listeners will not stay with you on a very long talk. Make each talk on one subject and don't try to tell everything at one time, as the listeners will get mixed up and not remember anything you have said.

Price quoting is allowed on most of the smaller stations, and I think it is a good plan to quote one or two items by price on each broadcast. Very few of the larger stations will allow any prices quoted. All sorts of people are listening to radio programs, and it is well to vary your talks to appeal to all classes. If your product will apeal chiefly to a certain type of buyer, try to figure out what will be most interesting to that buyer, and make your talks accordingly.

Radio advertising has some cumulative effect, just as other sorts do, but about 90% of your replies by mail will come within two or three days of the broadcast. If the listener doesn't sit down and write a letter that night or early the next morning, the chances are that he will not write at all.

Experience has shown that people in a town will not write to a local station to any extent, but they will telephone in; so if you are using a local station, always give a telephone number they can call if they are interested. Last winter in Shreveport, one of the furniture companies, using a 100 watt station there, offered to give away absolutely free 500 glass salad bowls to the first 500 women who would write in for one. They tried for a month to give the bowls away: they still have about 400. This same company was using a 30 minute request program twice a week, and the station would get around 200 telephone calls during each period, but these same people would not write in.

If there are several stations that you are considering using, ask them for reports on the number of telephone calls received on a certain program and for a check on the average number of letters received daily; then you will have some idea which station has the greatest number of listeners. You can't pick a station by the power it is using as some of the smaller stations put on such interesting programs that they have more local listeners than a large station located in the same town.

If possible in giving your advertising talks, some member of the firm who has a full knowledge of the subjects to be discussed should write and deliver them. Due to the limited time and the necessity of having your message in the most interesting form, it is best to write your radio talks. In this way you can make a finished talk in the allotted time with no hesitation or repetition.

After the talk is written it should be tried out a few times so that it will not sound as though it were being read over the radio. The station announcer, however good he may be, cannot put the pep and interest into the talks that you can, and a new voice on the 'Mike' always arouses better listener interest.

It has cost us about $1.00 a name to get inquiries by means of the radio, but the resulting sales have been sufficient to make our retail selling cost run about 15%, and we have been able to sell all the salable size Mahan trees we have had each season without any price cutting.

Radio Advertising has been the quickest possible means of introducing a new variety and has made the Mahan propably one of the best known pecan varieties in the United States today. We have profited by using Radio Advertising as a means of selling Nursery stock, and we intend to continue with it.

Leonard G. Sutton, one of the world's greatest experts in flower growing, and member of the famous seed firm of Sutton & Sons, died June 13th at Reading, England.

Tree Planting, A Part of Erosion Control

By I. T. Bode, Iowa State College of Agriculture, Ames, Iowa

TREE planting is not a "cure-all" for soil erosion. If land can be maintained or reclaimed for ordinary farm purposes by terracing, dams, or cropping at costs which leave reasonable returns on the land, such practices should be used. When costs of using these are prohibitive, tree planting becomes a part of the soil-saving program.

Tree planting is primarily an insurance or protection against critical areas eating their way back into good land. The actual filling of ditches may be only secondary. **The advantage of trees over all other vegetation for such purposes is that they root much deeper and hold soils which shallower-rooted crops will not hold.**

The primary object is to fix soil with heavy, deep-rooting vegetation. Objections from the wood production standpoint should give way to this object.

Cottonwood and Willow for Bottoms of Ditches: A tree to be successful here must develop under wet conditions and send out new roots from its stem as soil fills in. Cottonwood and willow are outstanding for this purpose. Cottonwood produces a better class of lumber and wood material. Willow roots more heavily, however, produces a bushier growth and sprouts more readily when cut back. If willow is used, it should be one of the larger-growing types. It must grow with sufficient strength to withstand the wash which comes down the ditch.

Black Locust for Dry Side Banks and Hillsides: Here a tree must be able to withstand a dry, poor soil, to send out a mass of roots, to root deeply, and to develop rapidly during the first few years. Black locust has been found outstanding in these requirements. Suckering from the roots, which makes it a nuisance in some cases, makes it very valuable in combating erosion. Too, it makes a rapid development the first few years.

Black locust is also one of the most durable of fence post woods. Borer damage is sometimes given as an objection to it, but demonstration areas show that these borers do not prevent the production of a good fence post crop. Neither do they prevent the tree's sprouting capacity, and as they do not spread to other trees, they do not interfere with its success in erosion work.

Quickest results, in starting work at least, might be had where trees themselves are set directly. Such planting stock can be purchased from regular Nurseries. Stock for this purpose should be about an 18 to 24-inch grade for black locust and a 2 to 3-foot grade for cottonwood.

Setting Seedling Trees—1—In most cases seedling trees used for this work can be "dibbled" in by opening a slit with a flat spade, inserting the trees and tramping the slit shut firmly. Be sure to get the trees in deeply enough and to close the bottom of the slit. Plantings should be in a broad V-shaped line across the ditch. Carry planting a third to half way up the sides of the banks. Place about 2 feet apart in the "V" and **put a "V" every 6 to 8 feet all the way up the ditch.**

2—On the upper parts of the banks do not set locust or other trees in rows as a continuation of the V-shaped lines of willow or cottonwood below. Break the rows and use irregular arrangement to avoid starting channels and new ditches between rows.

3—**Be sure to carry this upper planting back for 6 to 15 or more feet from the break at the top of the ditch bank. Otherwise** erosion may start back of the tree planting and carry away the young trees before they root deeply.

It is often necessary to supplement erosion tree planting with other methods, especially with temporary soil-saving dams in a ditch where the bottom is cutting down very rapidly, or with more permanent dams at the head of a ditch with a straight break, or with dams at the mouths of side ditches or part way up side ditches so as to save adjoining areas for other purposes than tree growth. These means are employed to keep the soil as nearly in place as possible until such time as the tree roots, leaf litter and the like are established firmly enough to take over the job.

Often the sides of ditches are so straight that trees or cuttings would not stick. In such cases, it is possible to bury whole young willow poles in the bank. These extend from the bottom to the top of the bank and slope upstream. These poles sprout along their length and do not break out as do individual trees. Such planting must be done when the soil is moist enough to stick on the banks.

Plant Patents

There is no reason why the effect of plant patents on the plant industry should not parallel the effects patents have had on their respective industries in the past—such as the chemical, electrical, mechanical, etc. Generally, it appears to be the greatest single boon to plant research and development which has occurred so far in the world because patent protection provides a reward which is an incentive as well as resource for further efforts.

What constitutes a plant patent? The Statutes are very clear on this subject—that only plants developed after May 23, 1930 can be patented. Care, therefore, should be taken by the discoverer that the particular type of plant was not developed prior to this date. If a patent is allowed and it can be shown (at a later date) that the development was completed prior to the time set by statute—the patent is void, and the plant may be propagated and/ or sold by any one without fear of infringement.

To the individual inventor, the plant patent means a reward for his labor, recognition for his knowledge and protection for his discoveries, as well as attaining a recognized position in his industry.

Plant patents should be of vital interest to progressive Nurseries. The late Luther Burbank worked ceaselessly to produce new varieties and his reward was limited—the fraternity was free to use and vend his discoveries without payment for his services, but had the plant patent law been in effect, he could have reaped the reward which was truly his. The Nurseryman or the individual developing a new plant today may be only taking his first step and with proper protection may dominate further developments along the same line tomorrow.

Suppose a new variety or type is developed and the public demand for this plant is nation-wide—no one but the inventor can produce or sell the plant, and in the event that it is unlawfully reproduced, Court action will follow, with the customary injunctions, damages and costs. Even though the patentee is offered a royalty, he need not accept the offer and no one other than the patentee has the legal right to develop or sell the patented plant. The question is sometimes asked other industries, does it pay to bother with patents? The simplest answer to this question is—review the decisions of the various courts and the amounts paid for infringement on valid patents.

Therefore, the Nurseryman, as well as the individual, must realize that he will either pay the price asked by the developer or develop and patent his discoveries.

G. J. Jones

Cedar Apple Rust

Pennsylvania Department of Agriculture reports that during the season just closed, the state paid 47 owners of red cedar trees $1,315.26 for 42,227 trees removed, in order to protect apple trees from the cedar apple rust disease. During the past three years over 100,000 cedar trees have been removed as a protection to 27,000 apple trees. By removing the red cedar trees within a radius of approximately three-fourths of a mile of the orchard, satisfactory control measures can be secured, it is reported.

AMERICAN ROSE SOCIETY

Robert Pyle, West Grove, Pa., Secy.

Toronto Convention Program

Registration of members on arrival. Fee $1.00.

Trustee's meeting. Club Room, Royal York Hotel.

General Meeting: Reports and Election. Robert Pyle, secretary.

"Winter Mortality of Roses"—Paul B. Sanders, Ontario Agricultural College.

"What About New Varieties"—Discussion led by Dr. J. Horace McFarland, R. Marion, et al.

Questions and Answers.

Dinner—Royal York Hotel.

Evening Meeting—Crystal Ballroom.

"The Value of Rose Shows in Stimulating Rose Interest."—P. H. Mitchell, Rose Society of Ontario.

"The Preparation of Roses for Exhibition"—A. J. Webster, President Rose Society of Ontario.

Address and Comments.

The annual meeting of the American Rose Society was held June 27-28, at the Royal York Hotel, Toronto, Canada. The program, as given above, was followed closely. Much interest was manifested in the evening discussion of rose shows and of the preparation of flowers for exhibitions, subjects on which it is felt members of the American Rose Society need much instruction.

On the morning of June 28th, members were guests of the Rose Society of Ontario in a garden tour of the city, including the gardens of the Royal Canadian Yacht Club. The rest of the day was profitably spent by many of the members, visiting the Rose Show of the Rose Society of Ontario.

Contributions of from $5.00 up, with emphasis on the "up," were sought from members for continuation of the fight against rose diseases. This work, started four years ago, in cooperation with Cornell University, Ithaca, N. Y., is an arrangement whereby Cornell University gives half the cost and the American Rose Society the other half to maintain during the summer experiments in microscopic and field-work, by a Fellow of the University, each time pushing further on knowledge of how to successfully and promptly control rose diseases. This unique effort has been made possible through the cooperation of Secretary Pyle, who has put the resources of his great outdoor rose-growing establishment at the command of the Fellow. The use of a building is provided for laboratory work, and sixteen long rows of rose varieties upon which tests can be made of a full score of materials known or claimed to be of value for control purposes. Members of the American Rose Society are invited to visit this outdoor laboratory.

As a result of spasmodic warfare in China, 450,000 tung trees grow in Florida where only 14,000 grew in 1923. They produce nuts from which an oil essential in manufacturing high grade waterproof paints and varnishes is extracted. The nuts bring about five cents a pound. Nurseries are being established in Florida to supply the trees.

China used to be the sole source of supply for tung oil. But frequent civil wars crippled the industry and paint manufacturers turned to American farmers for the product. In addition to Florida tung groves there are extensive plantations in Alabama, Louisiana, Georgia, Mississippi and Texas.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL
PACIFIC COAST ASSOCIATION OF NURSERYMEN
Largest District Organization in the Trade
ILLINOIS STATE NURSERYMEN'S ASSOCIATION
Leading State Nursery Trade Organization

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ADVERTISING RATES ON APPLICATION
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of month issue.

ROCHESTER, N. Y., JULY 1, 1932

Ralph Thrall Olcott

Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson

A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

The Mirror of the Trade

MAKING MEMBERSHIP VALUABLE

The program for the Chicago convention of the American Association of Nurserymen features separate sessions for different groups—an excellent idea in our opinion. Thus those who are interested in landscape gardening, for instance, will be able to attend a group meeting at which problems pertaining thereto will receive attention during the entire session. Those interested in some other phase can attend some other session.

This policy is directly in line with the changes and readjustments in trade association circles so as to more efficiently serve the members of the industry such an association represents. It gives a fine opportunity for the discussion of problems in which certain members have similar interests.

On Tuesday afternoon, in addition to the landscape gardening group, there is a special session for those Nurserymen who cater to the farm trade, supplying fruit trees, forest trees, and ornamentals for the farm, etc.

On Wednesday afternoon members divide up according to their interests—the retailers meet together, the growers have their own session. Thus each group is able to discuss problems of interest only to those in that group. It seems as though this policy should open many opportunities for greatly increasing value of association membership.

Speaking of the value of membership in an association, it is our contention that such membership is made more valuable when the members themselves take an active interest in the activities of an association. Suggestions and constructive criticisms should be freely forthcoming from the membership.

In this connection, and at the suggestion of association officers, we queried some of the national association members as to their suggestions for increasing the value of association membership.

Some suggestions that have been made are:

7—A code of ethics, strictly adhered to, so that unscrupulous dealings in the trade might at least be reduced to a negligible quantity.

2—A credit bureau, able to supply accurate, comprehensive and up-to-date information promptly. An association in close touch with conditions in an industry can much better supply the desired information, if it will, than commercial agencies outside of the trade.

3—The appointment of a capable man who thoroughly understands merchandising who would order and control, through cooperation by the members, sources of production. Since it is invariably the largest concerns in any industry that belong to the trade associations, such a plan, if all the members would cooperate, might prove more feasible than at first seems possible.

4—The fourth suggestion that an association recognize the various and distinct problems of its many members seems to have been anticipated by the "group sessions" idea which is to be tried out at the Chicago convention this month.

Echoing the sentiment of Vice-President Paul Stark that "if there was ever a time when it was advisable and necessary for members of the Nursery industry to 'sit steady in the boat' and cooperate to the fullest extent, now is certainly the time to do it," we urge members of the A. A. N. to go to Chicago, to take active part in the proceedings, to make suggestions and constructive criticisms, to support and cooperate with their association officers and committeemen—so that the entire Nursery industry may benefit from policies that will be adopted to that end. Undoubtedly some changes should be made, for times like the present call for special action and reconstruction period adjustments. The greatest good can only be derived by complete understanding of the present-day problems and a wholehearted desire to meet and solve such adjustments as seem necessary by full cooperation with the fellow competitors in the trade.

Nurserymen's Tune in 1909

We ran across a clipping from the Rochester, N. Y., Herald of June 11, 1909, just the other day, reporting the thirty-fourth convention of the A. A. N. Top of column space was given to a song that the Nurserymen sang at the smoker, held at the close of that convention.

The Nurserymen probably wouldn't want to sing that song any more—it's too much a contrast to the desirable standard of ethics the trade as a whole aspires to.

How many remember that song:

How doth the busy Nurseryman
Improve each shining hour,
And peddle scions, sprouts and seeds
Of every shrub and flower.

How busily he wags his chin,
How neat he spreads his store,
And sells us things that never grew
And won't grow any more.

Who showed the little man the way
To sell the women seed?
Who taught him how to blow and lie,
And coax and beg and plead?

He taught himself, the Nurseryman,
And when his day is done,
We'll plant him where the lank, rank weeds.
Will flutter in the sun.

But, oh, although we plant him deep,
Beneath the buttercups,
He's so much like the seeds he sells,
He never will come up.

GARDEN CONSCIOUS AMERICA

Doctor Ernest H. Lines, Chief Medical Director of the New York Life Insurance Company, in giving a health message to the public has pointed out that gardening is a beneficial form of physical exercise. Says Dr. Lines:

"Gardening, providing it is not undertaken on too ambitious a scale, is not only an interesting pastime which keeps one in the sunshine and fresh air but the physical exercise also develops and strengthens practically all the muscles of the body. The resultant benefit to the health of the individual is both immediate and lasting. It is one of the very best forms of recreation. Furthermore, the study of nature, and the tendency to observation and study of natural objects around, develops the mind."

He further suggests that school children during vacation time would benefit mentally and physically from exercise of gardening. Which again, as in previous issues of this journal, points to education of the future generation along horticultural lines, to the Nurserymen's ultimate benefit.

Donates Prizes—At the recent Westfield, N. J., Garden Show, the following Nurseries donated prizes: Westfield Nurseries; Bobbink & Atkins, Rutherford; Henry A. Dreer & Co., Philadelphia; New Brunswick Nurseries, New Brunswick.

THE ROUND TABLE

Comment and Suggestion By Readers For the PROGRESS OF THE INDUSTRY

National As Well As Sectional Associations Needed

Editor **American Nurseryman:**

We have been following with a great deal of interest the discussion in the trade papers and at the conventions regarding the advantages of the regional associations, the proposed retail association, and various similar proposals. Of course, we are deeply interested in all these activities which we believe are very good in their way and should be given most careful consideration by the Nurserymen directly affected.

Each section or state has its own individual problems that should be handled by those most directly in touch with the situation. Likewise the retailers have their own individual problems as well as the wholesalers.

We have always followed the policy of cooperating and assisting in any of these regional associations, in sections in which we did business, and we intend to continue to do so. Likewise we are interested in the proposed retail association because as retailers we have mutual problems with our fellow retailers, and the cooperation and mutual efforts of the retailers we believe can help correct many of these retail problems.

However we believe these sectional associations and the proposed retail association are auxiliary organizations and have entirely different duties and distinct fields of endeavor from the national organization. An industry as large as the Nursery business, with its many national problems, **needs and must have a national organization** that will work directly on these **strictly national problems**, leaving the local or sectional problems to the sectional and auxiliary organizations.

These national problems are increasing in number and importance every year and everything should be done to bring about fullest cooperation of the whole Nursery industry in helping to solve these national problems in the interests of the whole industry. All the other important industries are doing everything possible to strengthen their national associations during these serious times when they feel more strongly than ever the need of a strong national organization.

In the past the Nursery industry has not been given the fullest consideration that it deserves by governmental and other agencies. It is only by having a strong, effective national organization that the Nurserymen can hope to be protected and to receive their just consideration.

The American Association of Nurserymen, acting through its executive committee, has not always been 100% correct and 100% effective, however I believe that the executive committee, especially during the past ten years, has accomplished a great deal of value for the entire Nursery industry. I feel sure that these men have labored willingly and conscientiously, doing their level best to forward the interests of the Nursery industry and to help solve the many vexing problems which are continuing to arise to affect the Nursery industry.

Undoubtedly improvements have and should continue to be made in association activities and affairs, but it should be recognized that present business conditions are such that a very safe, conservative, and economical policy should be followed and as few radical changes made as possible until normal times are again reached. In the meantime all constructive suggestions for the improvement of Association affairs should and will undoubtedly be given most careful consideration. The hearty support of the members in helping the Association solve the various national problems which it faces during these unsettled times will result in added benefits for the Nursery industry as a whole.

Stark Bro's Nurseries
Lloyd C. Stark, Vice-pres.
Louisiana, Mo.

Granite State Nurseries, Inc., Exeter, N. H., are calling attention to special displays of peonies and also of Japanese iris of which they have the largest supply in the state. Their rock garden display this year has caused much favorable comment.

Flowers With Evergreens

As more than 60 per cent of Nursery activities, production and merchandising is devoted to ornamentals as compared with fruit stocks on the Pacific Coast, it is important to observe carefully the changes and influences affecting future sales. For instance, during several years past evergreens of various classes and varieties have been strongly in demand, naturally so in conformity with our basic forestry color. It was noticed in each of several Nurseries this season that where flowering plants in bloom were displayed in close proximity to evergreens, increased interest was shown and purchases more freely made. The somber evergreens and floral colors pleasingly arranged in close proximity serves to intensify the beauty of both, more fully realized when seen. Accordingly there are thousands of homes where floral plants will be purchased to complement former evergreen plantings, at least for a few seasons. While amounts of individual purchases will be smaller, the number of buyers will be greater than for the larger stocks.—C. A. Tonneson, Exec. Secy. Pacific Coast Assn.

Belgium Rose Wins

Editor **American Nurseryman:**

We take the liberty of informing you that a novelty of own raising "Madame Louis Lens" was awarded, at the International Exhibition of Paris, the "Prix d'Honneur" (Beauman) and the Gold Medal and was recognized by amateurs and florists as the best white rose existing up to date.

Louis Lens Nurseries
Wavre-Notre-Dame, Belgium

Mr. Hanson Explains His Resignation From Committee

Editor **American Nurseryman:**

While I am still very much interested in the promotion of the National Retail Association, about which so much has been said and written, I am no longer identified with the movement, having recently resigned as chairman of the committee, appointed by President E. C. Hilborn, at Detroit, last July.

I am very sure Mr. Hilborn will soon, if he has not already done so, send you the name of his new chairman and give you a resume of the program to be offered at Chicago, next month.

I feel that I owe it to your paper especially, to submit an explanation as to my reason for severing my connection with this proposition. First, let me say, that on February 12, 1931, I was selected by the Wisconsin State Association of Nurserymen to prepare and submit a paper to the National Convention at Detrtoit. The subject, of course, was "The Creation of a Retail Association in a National Way." I appeared at Detroit and later by invitation gave papers on this subject at St. Paul, Minneapolis, Chicago, Detroit, and at Milwaukee, Wis.

Our concern holds a membership in the Northern Nurserymen's Association; the Illinois State Association and the Wisconsin State Association.

Where I made my mistake was in accepting a chairmanship of organization at Detroit last summer, because I discovered then, that we had not paid our dues to the A. A. N. and I have since been told it was entirely without precedent for a man to accept a chairmanship of a committee in the A. A. N. unless he were actually a member of that association in good standing. Now the facts are: I went to Detroit entirely innocent of this knowledge for, as a matter of fact, I have two partners in this business, each of whom have as much to say as I have. When I came back from Detroit last year, I discovered that it had been decided to drop out of the A. A. N., a circumstance which I might have been told of but had since forgotten. I might add we have kept a membership in the A. A. N. for a great many years; we pledged at Denver, Colo., $2,000 for the National Advertising Program, which we have since paid, and my partners felt that in keeping up our dues in the three groups mentioned above that we were paying all the dues to different associations that a small outfit should pay.

Since the matter of this concern not being an accredited member of the A. A. N. was very properly reported by its Secretary, I felt it incumbent upon me to save the President and his executive staff from any embarrassment or criticism by resigning my committee chairmanship, allowing the President to pass it on to someone else.

The above, in brief, is given without rancor or feeling in any way. I am just as strong for the project as I was before. I am very sure it is going to go through and those who go on and complete the organization may depend upon us in every way to do what we can to help. It's going to cost money to create this thing and to make it a success. Our Wisconsin group went on record again in February to contribute its share as an association, as well as through its members, as did many other associations with whom I came in contact last year.

It seems to be the consensus of opinion that this association, if formed, should get the best full time secretary the country affords and establish permanent headquarters at Chicago or some other point in the middle west.

In closing, I wish once more to thank the **American Nurseryman** for the very splendid and fearless support it has given the retail Nurserymen, especially in their fight for recognition.

The Hawks Nursery Company
A. C. Hanson, Vice-Pres.

Experience With Paraffin Coating of Stock

Related by Nurserymen Who Have Been Experimenting Therewith—Desirability of Paraffined Roses Questioned—Causes Slow Asphyxiation Says Nurseryman

THE application of coating of Nursery stock with various wax preparations especially treated to withstand high and low temperatures, has received much attention and been experimented on by members of the Nursery trade, in the past few years. The uses of wax preparations have been extended to include:

1—The protection of Nursery stock, slips and scions.
2—Paraffining the roots of Nursery stock.
3—The protection of growing orchard trees against rabbits, mice and borers.
4—Successful summer grafting.
5—The protection of tender stock that is difficult to store.
6—Preserving freshness and color in the merchandising of Nursery stock.

Regarding the paraffining of roses, Walter E. Campbell, Greensboro, N. C., says, in the Greensboro Daily News of June 19th:

The problem of storing roses is one of the most perplexing ones the Nurseryman has ever attempted to solve. A rose cane is so constructed that it suffers serious evaporation from its plant cells as soon as the roots have been removed from the ground, and Nurserymen have been experimenting with various methods for the last half century in an attempt to discover some means for successfully storing roses. Up to within the last five years, completely covering the roses with sharp sand was considered the best storage method. Then one enterprising concern began puddling the entire rose stem in clay. This even led to better results than the sand storage method, and the fact that the coating of clay held the stem moisture better than any other treatment led to further experimentation.

Without seriously considering what the ultimate results would be, the large rose growers began looking for a moisture proof coating which could be applied in a cold liquid form. They seem to have lost sight of the fact that while the clay retained a great portion of the stem moisture, it was in itself porous and allowed for the escape of poisonous carbon dioxide from the stems. When a plant is in full leaf, poisonous gases are expelled through the stomata or pores in the leaves. When the leaves have fallen, this function is taken over by proes in the bark, known as lenticels. Lenticels are physiologically important structures for they replace the stomata as avenues of gas exchange between the exterior of the stem and internal plant atmosphere. These pores are usually active during the period in which a plant is dormant.

I have been carefully checking the behavior of paraffined roses this summer and have come to the conclusion that what promised to be a great boon to the rose grower has proved an utter failure. While the paraffin treatment does hold the moisture in the stems, at the same time it retards the free action of the lenticels and causes the plant to become slowly asphyxiated by noxious poisons, chemically created within the plant structure, which under normal conditions it would be able to expel.

Very Satisfactory Results

Editor **American Nurseryman:**

Four years ago we started experimenting with paraffin on the tops of our pecan trees. The first year was so satisfactoy that ever since we have dipped the tops of all of our pecan trees in the paraffin mixture we call "Liv-Well". We find this keeps the stock longer in first class condition. We also find it improves the looks about 100% and does make them live much better. We had a letter from a retail agent stating that he could carry our trees from point to point for at least three weeks without showing any sign of any shriveling or drying, while trees not so dipped would show signs of shriveling within a week after they were received at a delivery point and carried forward. From all letters we have received from our various customers, it seems that the dipping of the tops of the pecan trees will soon be demanded by everyone.

We have not tried out dipping the roots of the pecan trees in paraffin. We have dipped pecan scions in the paraffin mixture before grafting same in the field and it has had a good effect on the live.

Simpson Nursery Co., Inc.
Monticello, Fla. C. A. Simpson

Beneficial To Sales

Beneficial To Sales—12 pt.
Elitor **American Nurseryman:**

The only thing we have used paraffin for is in the waxing of roses.

We use 122 to 124 F wax and dip our rose bushes in this paraffin at 165 to 170 degrees. We find this has been very beneficial in our sales work.

Mount Arbor Nurseries
H. A. Welch, Vice-Pres.
Shenandoah, Ia.

Well Worth Extra Cost

Editor **American Nurseryman:**

We believe paraffin wax we have been using this last year has been right. We have been a little skeptical in years gone by but we have tested out handling rose bushes that have been dipped and we are glad to say that some of them have carried 60-90 days and tips were in perfect condition.

We have had little or no experience in dipping roots. As to protection of tender stock difficult to store, it might be all right: think we will go further with it next year.

Paraffining certainly puts nice freshness and color on Nursery stock. We have used it mostly on dipping rose bushes and glad to say that while it adds to cost of plants we believe it is a good protection and a safeguard for the planter. He gets a better rose bush in his garden by having it dipped, and it has a much better chance to live.

C. R. Burr & Co., Inc.
Manchester, Conn. C. R. Burr

Maintains Freshness of Stock

Editor **American Nurseryman:**

The only experience we have had with the treatment of paraffin wax is on dormant roses. We have reasons to believe that it has worked out very successfully and helped wonderfully in maintaining the freshness and vigor of the rose bushes in handling for spring deliveries.

The Westminster Nursery
Westminster, Md. J. E. Stoner

Control For Peach Leaf Curl

One of the most severe peach leaf curl epidemics in years is reported by the Ohio Agricultural Experiment Station at Wooster. Two reasons are given therefor: Damp, cool spring weather; and little, if any, spraying by growers in recent years.

Peach leaf curl can be controlled by spraying in the fall after the leaves drop with 6 gallons of liquid lime sulfur or 15 pounds of dry lime sulfur, to 100 gallons of water.

Atlantic City Flower Show

What is expected to be the iargest flower show ever held in America will take place early next fall at Atlantic City, N. J. September 3-10, inclusive, are the dates selected for the event, which officially is known as the 3rd National Atlantic City Flower and Garden Pageant. Like its two highly successful predecessors, it will be staged in the Auditorium, which happens to be the largest exhibition building in the world. Included in the display will be the State Shows of the New Jersey Association of Nurserymen, New Jersey Florists' Association, Inc., New Jersey Gladiolus Society, Garden State Horticultural Society, and the Dahlia Society of New Jersey. The Federated Garden Club of New Jersey are cooperating. J. W. Johnston, who is responsible for organizing the annual event, will continue as managing director, and Norma I. Rademan, executive secretary. Advisory assistants include Derrill W. Hart, Leonard Barron, Chesla C. Sherlock and others.

Inasmuch as the dates include Labor Day, at which period the resort city draws the maximum crowd, the show attendance is expected to break last year's record which was close to 100,000 visitors. Plans are under way to make the huge full-size garden displays more attractive than ever, and all manner of late summer and early fall flowers will be exhibited in more than 500 classes. Dozens of garden clubs and organizations, as well as individuals from many parts of the country, will compete. Among the featured classes will be gladioli, orchids, roses, dahlias, foliage plants; also fruits and vegetables.

Information relative to entries may be obtained from J. W. Johnston, Managing Director, Bourse Building, Philadelphia, Pa.

Retailers Asked To Meet

A meeting of retailers interested in the organization of a National Retail Nuresrymen's Association will be held at the Hotel Stevens, Chicago, Tuesday evening, July 19th.

The committee appointed by President Hilborn, of the A. A. N. will have a suggested pian to present at this meeting. It is suggested that retail Nurserymen make every effort possible to attend this meeting.

The committee solicits suggestions and asks that as many suggestions as possible be sent to the committee members before the meeting is held.

The committee is composed of the following: Chet G. Marshall, Chairman, Marshalls Nurseries, Arlington, Nebr. Walter W. Hillenmeyer, Hillenmeyer Nurseries, Lexington, Ky. A. C. Hanson, Hawks Nursery Company, Wauwatosa, Wisc. C. L. Burr, C. R. Burr Company, Manchester, Conn. C. L. Boone, Sec'y, Chase Brothers Company, Rochester, N. Y.

Based on A. A. N. Standard Rules

Inspection of 3200 feet of landscaping on the Boise, Idaho, barracks grounds was made early this month by a government representative, the inspection and acceptance of the $4700 worth of shrubbery being based upon the standard rules of the American Association of Nurserymen, in the trade relations agreement between the A. A. N. and the American Society of Landscape Architects.

Planting of black locust along the eroded soil bank and willows along the stream prevents erosion, asserts K. L. Hatch of the Wis. College of Agriculture, at Madison.

Nursery Trade Bulletin

P. H. Billick, Dundee, Ore., has taken over the Walker Nursery at Beaverton.

Radley & Crawford, 23 E. 26th St., New York City, have been appointed advertising representatives of the **American Nurseryman.**

A bill authorizing the Secretary of Agriculture to sell the Government's Nursery site at Morton, Neb., was passed by the Senate June 8th.

Dr. J. Wiley Thimlar, Thimlar Nurseries, was awarded grand prize in the annual Flower and Garden Show at Fort Wayne, Ind., for a formal garden display.

United Tree Expert Co., R. F. D. 21, Grays Lake, Ill., incorporated for $10,000. Own and operate Nurseries, engage in landscape gardening, etc., J. H. and Eleanor Hargrave, W. D. Krog.

Collins Nurseries and A. H. Burns, Moorestown, N. J., were exhibitors of an attractive evergreen display and a lovely rock garden and lily pool, respectively, at their local flower show last month.

Services Offered—Malmo and Company, Seattle, Wash., offered to the public on a certain day the services of two of the landscape experts, without cost to inquirers who wished advice on planting problems.

Schools to Beautify Grounds—More than a hundred rural schools in eighteen New York counties have entered the 1932 school beautification contest, according to announcement by the N. Y. State College of Agriculture. The plans call for a two-year program; the first year on planning; the second year on planting.

New Rose "Dawn" Grand Prize

At the annual rose show by the Harrisburg Garden Club, a sweepstake prize of the new rose, Dawn, was offered to the person winning the greatest number of first prizes on the first day of the show. Conard & Pyle Nurseries, West Grove, Pa., made an especially attractive exhibit.

Free Roses—Merchants in Richmond, Ind., with the Richmond Palladium-Item cooperating, boosted business recently when they gave away roses to customers with every purchase of 50 cents. A limit of six roses to each customer at one store was put into effect. The day was designated as "Rose Day."

Milford, Conn., trees will be sprayed again this year by Millane Nurseries and Tree Expert Company, Cromwell, which has been doing the work each year since 1909. Property owners, if they wish, may have their trees sprayed at the same time those on public grounds receive attention, by paying a small fee.

M. J. Soule, St. Petersburg, Fla., owner of Soule's gladiolus gardens, has purchased the entire stock of the Jungle Shores Nursery. Combination of the two firms makes the gladiolus gardens one of the largest in the section. Mr. Soule was recently elected president of the Pinellas Nurserymen's Association.

Cogitating Ways and Means

At the Cleveland, O., Flower Show, banked 10 deep, visitors stood before model gardens, cogitating ways and means of turning their front or back yards into a nature-setting or bit of English countryside.

How the idea of the rock garden has advanced from the mere piling of a few boulders and here and there a flower or a fern was well illustrated at this year's show.

An entire rock ledge setting from the Pocono Mountains in Pennsylvania was transplanted rock by rock and tree stump for tree stump until the garden on display at Public Hall was identical to the setting as it appeared in nature.

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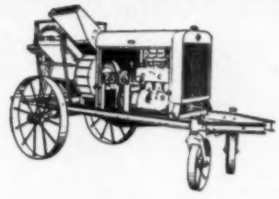

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HEAVY SURPLUS ON SOME ITEMS
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Features of the Caribbean Plant Collection

Three Months' Exploration Trip Nets Seven Hundred Species of Plants—Gardens of the West Indies Well Worth Special Trip to View

By David Fairchild, Special Agricultural Explorer, U. S. Department Agriculture, Division Foreign Plant Introduction

I feel that as I write these lines I am again after a third of a century or more in touch with a city where I made my maiden speech before the horticultural public. This fact may interest you. I was then a boy of 22 and I was invited to address the Western New York Horticultural Society on the subject of the diseases of fruit trees. It was in 1892 and long before the days of spraying for apple scab and I prepared in my uncle Dr. Halsted's laboratory in Rutgers College a set of charts with which to illustrate my talk. Plum knot, apple scab, grape anthracnose and black rot and the shot hole fungus of Nursery stock.

I can see the faces that were in the audience. They scare me now as I look back at them and recall how scared I was. But the kindly interest and curiosity of that gathering I have never seen equalled by any audience that I have since addressed. They said the speech or lecture was a success.

But this has nothing to do with our latest expedition which was designed to discover if there were any wild cottons in the Bahaman and West Indian Islands and to get if we could as large a collection of the useful palms and other fruit and ornamental plants as was possible.

We visited thirty-two islands and two ports on the coast of South America and collected almost 700 species and varieties of plants taking of these plants over 3000 photographs for our permanent collection of views showing the behavior of the various species.

Of these 700 species and varieties a large proportion is now growing here in the Plant Introduction Garden at Coconut Grove (Florida) and I defy any explorer after wild game or after anything which has to be preserved in alcohol or between blotters to get from his trophies anything like the thrill that I get every time I go into the greenhouse where the palms are coming up or into the slat house where the potted specimens are growing with that speed which characterizes the growth of plants down here.

To give you a list of the species and a digest of my notes written on the spot would be impossible and would read like the pages from our "Inventory of Plants Imported." To say that there are shade trees and border plants and some interesting new fruit trees and a number of very promising pergola vines and promising leguminous cover crops and new vegetables and over 70 species of palms would be to summarize the collection very roughly. Naturally the majority of these were for subtropical conditions. Few are suited for growth out of doors in the north. The fact must not be lost sight of however that with a growing knowledge of palms and the presence here of bearing palms of many species there is sure to be a great addition to the number and variety of the palms which will be grown in the conservatories of the north and more than this there is sure to come a greater use of palms by the general public. It is now considered, is it not, a luxury—the possession of a fine potted palm in one's house? The time may come when our houses will seem just as bare and uninteresting if they have no palms in them as they do now without certain pieces of furniture, such as a sofa or a handsome bureau or a mahogany table.

When that time comes the growing of palms will become a great industry. The Expedition had this possibility in mind and has contributed to the number and variety of the stock of palms which can be grown in this country.

Only certain species of palms will be adapted to cultivation in the dry hot atmospheres and the shade of the houses in winter in the north and it is essential that there be large collections of the many hundreds of species here where we can study them and find out which are the best adapted of them for use in houses.

Of the wonderful gardens of Dominica, Trinidad, Demerara and Surinam and the smaller ones in the islands of Grenada, St. Vincent and Antigua I have time only to say that we have in the whole United States few gardens that compare with them in interest. I except the arboretum of Harvard University in Boston, the St. Louis "Shaw Gardens" and the San Francisco Golden Gate Park from this statement. I acknowledge that this comparison is an invidious one and unfair, perhaps, but the fact remains that although there are very few Anglo Saxon people in the whole area I am discussing these gardens have been maintained for periods ranging from 41 to 169 years and even now with all the financial difficulties through which the islands have been going are still supported by the home government and local authorities. They are not being destroyed. No praise is too great to accord to the British Government for its support of its Botanic Gardens and Arboreta, scattered all over the world. The amount of information and the supplies of seeds that these have disseminated cannot be estimated at all. Their influence has been incalculable and in the strongest contrast with the utter lack of that kind of influence which is needed but has not been supplied by the communities of our own great commonwealth. We seem to be always going to start botanic gardens but never doing it. We set aside areas for the purpose and then destroy them by some building program. We start a collection of trees and shrubs and then some plant breeding experiment entices us and we plant all the available area with seedlings to test out some theory. Our national restlessness seems to inhibit the growth of such peaceful gardens where collections of plants can grow and be labelled, as are to be seen in these West Indian Islands. I wish to appeal for these splendid gardens for the support and interest that they deserve. If for no other purpose than to visit these gardens, every garden lover who can afford it should make the trip to the West Indies. While it is true that the glorious vegetation there is rapidly fading away there is still enough left to fascinate anyone and the forms of the strange plants to be seen in the gardens will give to any one fond of plants just that kind of a thrill which started Miss North around the world on her famous search for flowers to paint. Her journeys resulted in an art gallery at Kew to which hundreds of thousands have gone and been pleased with the display of color and form of the tropical plant world.

Cooperative Advertising

Millions of dollars in national newspaper advertising are expended annually by trade associations in an organized effort to extend the markets for the products of their industries, says the Trade Association Department, U. S. Chamber of Commerce. It also points out that the amount spent annually by trade associations in cooperative advertising has multiplied many times in the last ten years. Cooperative advertising, both in financial outlay and direct results, is now one of the important functions of many trade organizations.

It is stated that the Association of Hawaiian Pineapple Canners has announced that it will resume national advertising. The association was obliged to discontinue its earlier advertising campaign about three years ago because it proved so successful members were unable to meet the demand which developed.

English Cox's Orange Pippins

Commercial fruit growers over here have gone crazy about this apple. An orchard of Bush trees, not more than 10 acres in extent, was recently bid for up to £5,000 but the owner still refused to sell. The trees are about 12 years old in perfect condition, and produce some of the finest Cox's in the country. This variety is the one bright spot with wholesale Nurserymen who specialize in apple trees, but, as often happens when a line becomes in heavy demand, they are unable to meet all orders which pour in by every mail. Hundreds of growers will be forced to postpone their planting until fall.

One firm of big repute worked over 50,000 trees, but had sold out before lifting started. A similar business had something like 25,000 ready, but the lot was booked up two months ahead of dispatch. The buyers in nearly every case want trees with one year's growth from the bud or graft, and they sell at prices ranging from £45 to £65 per thousand. The size of this gamble can be estimated by the fact than one man planted 30,000 for Cordon work, costing him £1,500 exclusive of labor and the big item of wire supports. Close by another batch of 5,000 trees went out, and from all parts of the country reports of big planting come in. The prices paid for the fruit are the highest in the United Kingdom. Special fancy grades fetching anything round about 6d per apple. One grower, after winning a championship prize, got 1/- per fruit.

Whether over production will cause a steep drop in prices during the next few years is a matter calling for serious thought.

There are many thousands of trees to come into bearing, all grown under scientific supervision. This means a very high grade of quality and a much enchanced output. The general opinion in Nursery circles is that a drop will not come for another three or four years at least, but after that period there will be difficulty in obtaining the money they are commanding today.

In the meantime wholesale Nurserymen are working more than ever, not only to cover forward orders, but in anticipation of a repetition in 1933, of the demand experienced last fall and this spring. The stocks worked for delivery fall 1932 are slightly in excess of the output last year.

It may be of interest to propagators that the principal root stock used is the Doucin Paradise, known here as "East Malling Type II (2)." It is hardy and although not producing such an abundance of fibrous roots as some, has sufficient anchorage in most soils. The tendency to influence growth of a dwarfing nature is all to the good, as it follows that the trees come into bearing much quicker than would be the case on a free growing stock.

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Reports on Nursery Stock Tests

Three publications of interest to the Nursery industry have been issued recently by the State Experiment Station at Geneva, N. Y., under the authorship of H. B. Tukey and Karl D. Brase, specialists in charge of the Nursery stock investigations under way there. Copies of these publications may be had free of charge upon request to the Station.

The first of these bulletins has to do with a study of the behavior of apple and cherry trees in the Nursery from the seedling to the two-year budded tree. These studies were begun in an effort to answer questions raised by Nurserymen as to whether large seedlings make large orchard trees, as to whether small size of certain seedlings is herelitary and will result in small Nursery trees, and as to what grades of seedlings will give the largest proportion of saleable, two-year-old trees. Briefly, the specialists believe that from the results obtained in their tests local environmental factors, such as trimming, planting, culture, soil drainage, and climate, are more important in tree growth in the Nursery than any inherent differences in the heredity of the seedling understocks.

Applications of various fertilizers to apples, cherries, and roses in the Nursery failed to show any marked benefit from the treatments, except possibly in the case of roses. "The conclusion is reached, "say the specialists, "that on fertile, well-drained, clay loam, Nursery soils of western New York in good physical condition and thoroughly clean cultivated, apple and cherry Nursery stock does not respond either to natural or commercial fertilizers." Roses showed some response to nitrogen fertilizers in greater plant growth, but this was accompanied by greater susceptibility to winter injury.

The third series of experiments reported on dealt with the propagation of multiflora rootstocks for roses by means of soft wood cuttings. This method is said to have distinct advantages unde New York conditions over propagation either by seed or by hard wood cuttings. The method is described in detail.

Rose Growers Warned

Growers of rose plants and producers of understocks of various classes realize from past experience, now more than ever, the need for closer cooperation in each of these specialty lines. Price ranges for rose plants are unsettled mainly because supply appears to exceed the demand under present conditions.

It is estimated that on the basis of a total crop of 12 million plants produced on the Pacific coast, a reduction of about 10 per cent was made for the present season, but evidently the demand has dropped to a lower slump and likely production, in total, will show a greater decrease for next season.

In connection with orderly production in this line, the plan of contract growing is encountered, such as between producer and jobber, covering perhaps several years. Two or three firms growing from one-fourth to one-half of totals produced on this coast may cause ruin to themselves and other producers unless contracts can be modified and in cooperation with other commercial growers, orderly production as to quantity be maintained. This mode of procedure, of course, applies in like manner to growers of understocks, fruit trees and other lines.

Lining Out Stock

One of the most complete lists published of EVERGREEN and DECIDUOUS TREES and SHRUBS, SEEDLINGS, CUTTINGS, GRAFTS and TRANSPLANTED STOCK. Write for copy.

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THE
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AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

List of Fruits For New York

A revised list of fruits recommended for New York by specialists at the State Experiment Station at Geneva and at the College of Agriculture has just been made available. A copy may be had free of charge upon request.

The list is intended as a guide in the selection of varieties for planting and may be supplemented by the many sorts offered by Nurserymen, if greater variety is desired, say the specialists. A number of new varieties originated at the Experiment Station and elsewhere are included in the official list. For each fruit, the varieties are arranged in order of ripening. Also, the different sorts are marked as to their special adaptation to commercial planting, for local markets, for roadside stands, or for home use. Information on the needs of each variety with regard to pollination is included.

Commenting on the apple situation, the specialists recommend that red strains of apples be given preference, especially in regions where apples fail to color well. They list 28 varieties of apples. With regard to pears, pollination is said to be an important factor in success with this fruit and a mixture of suitable varieties is recommended. Fourteen varieties of pears are listed.

Among the other fruits are to be found 16 varieties of peaches, 2 of nectarines, 15 of plums, 13 sweet cherries, 3 Duke cherries, 3 sour cherries, 1 quince, 16 grapes, 9 raspberries, 6 black caps, 1 purple raspberry, 2 blackberries, 1 dewberry, 4 currants, 3 gooseberries, and 16 strawberries, including 1 autumn-fruiting variety. Also, the Adams elderberry is suggested as an especially good variety of this fruit for planting.

Dwarf Apple Trees

Conn. Agricultural Experiment Station has been experimenting with the growing of dwarf apple trees, because of the difficulty experienced by home owners in caring for full-sized trees, including the necessity of spraying three or four times a year. "The average person does not own the equipment to spray the top of a big tree and renting it is expensive," say the Station authorities. "Dwarf trees solve this problem nicely, for they are small enough to be sprayed easily with a hand spray gun. Without much effort, town people may grow such trees to enjoy for their beauty in the spring and their fruit in autumn."

The Station's dwarf trees were obtained by grafting common varieties on the roots of Paradise, a full dwarf stock. The result of this treatment is a small tree bearing the kind of apple preferred. Some Nurserymen also offer semi-dwarf trees, grafted on Doucin root stocks.

The starting of two more forest Nurseries in Clarke County, Miss., brings the total in that section up to twenty-three, with about ten more planted the latter part of June. Most of these Nurseries were planted at the vocational schools, individual farmers planted the rest.

Louisiana's Memorial Planting

The state of Louisiana has made a real contribution to public welfare. A campaign just completed has resulted in over 36,000 trees being planted this spring along the highways, a total of 350 tree miles being covered. Evidently Louisiana believes that the way to prosperity is lined with trees, and we venture the opinion that they will be well grown trees.

This extended tree planting was undertaken in connection with the Washington bicentennial. It was a cooperative project led by the American Legion assisted by American Legion auxiliary units and aided by the Louisiana Highway Commission. T. O. Harris of the Commission, estimates that the work already completed would have cost the state $40,000 if done on a remuuerative basis. He is convinced that the state highways of Louisiana can be beautified through planting of native trees within a decade. A ten year plan would make possible the planting of two million trees and, if conducted on the basis of the one just accomplished, would save the state of Louisiana about half a million dollars. The doing is the important thing. The saving of a half million, while desirable, is not necessarily essential. A large proportion of the trees planted will grow, and in a relatively few years, they will add greatly to the beauty of the state and also largely increase its material resources.

The example of Louisiana should inspire activities in other states or even smaller units. There are many organizations interested in public welfare and not a few are in a position to contribute liberally of time and effort toward the accomplishment of a well planned project. The initial investment in planting trees is small. The returns are enormous. There is no possibility of the bottom dropping out of the tree market. George Washington contributed materially to the establishment of the nation. It is possible that the Washington bicentennial, a well-deserved recognition of the place Washington occupied in history, may also mean a very material contribution to the esthetic and material resources of the United States.—Dr. E. Porter Felt, Bartlett Tree Research Laboratories, Stamford, Conn.

Charles F. Dallman

Charles F. Dallman, head of the Missoula Nursery Company, Butte, Mont., died June 7th. He was born in Germany 69 years ago.

Mr. Dallman was well known as a Nurseryman. He established the first greenhouse in Montana in Missoula in 1882 and supplied the Bitter Root valley with most of the fine fruit trees it has today. In later years he closed out his Missoula plant and moved to Butte and established the Missoula Nursery company.

During his career he supported most enthusiastically every move to beautify his city. He donated trees for the School of Mines campus and for various other projects. His support of the Rocky Mountain Garden club was continuous, members said.

"Mr. Dallman was largely instrumental in converting Butte from a treeless city into what might be called a Canadian poplar reservation," one member of the club stated. "He supplied the major part of Missoula's trees and shrubs and performed a like service for Butte. His advice concerning greenery was eagerly sought."

Say you saw it in "American Nurseryman"

COMING EVENTS

July 11, L. I. Nurserymen's Association, monthly meeting.

July 19-21, American Association of Nurserymen, annual convention, Hotel Stevens, Chicago, Ill.

July 28, N. Y. Horticultural Society, summer meeting, Geneva.

Aug. 11-13, American Gladiolus Society, annual show and meeting, William Penn Hotel, Pittsburgh, Pa.

Aug. 15, Virginia Nurserymen's Association, annual convention, Roanoke, Va.

Aug. 24-25, Southern Nurserymen's Association, annual convention, Chattanooga, Tenn.

Aug. 30-Sept. 1, Pacific Coast Association of Nurserymen, annual convention, Portland, Ore.

Sept. 3-10, Atlantic City Flower and Garden Pageant, J. W. Johnston, Director, Bourse Bldg., Philadelphia.

Sept. 22-23, American Dahlia Society, annual show and meeting, Hotel Pennsylvania, New York City.

Sept. 22-24, California Association of Nurserymen, annual convention, Riverside, Cal.

Institute of Cooperation

The eighth annual meeting of the American Institute of Cooperation is announced for August 1-6 at the University of New Hampshire, Durham, N. H. "The program marks a distinct advance in cooperative thought and philosophy over previous cooperative meetings," says Charles W. Holman, secretary. "Whereas in former years much emphasis has been placed upon structural problems and problems of a distinctly technical character, this year the agricultural cooperative leaders of the country will devote much time to probing into the philosophy of present day cooperative movements and to future developments.

Nation-wide interest has already been shown in the sessions, and the arrangements committee are preparing to house more than 1,000 persons who will be in attendance.

Harlan P. Kelsey, Inc. East Boxford, Mass., have appointed Harry M. Frost Co., Inc., Boston, to handle their advertising.

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REMEMBER THE DATES: JULY 19-21, AT THE STEVENS HOTEL

PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

No. 1—Everblooming, a climbing rose, "New Dawn," to Somerset Rose Nurseries, New Brunswick, N. J., Aug. 18, 1931.

No. 2—Red rose, "Senior," to Frank Spanbauer, Kansas City, Mo., Oct. 13, 1931.

No. 3—White, pink-tinted carnation, "Joan Marie," to Florex Gardens, North Wales, Pa., Oct. 20, 1931.

No. 4—Young dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931.

No. 5—Red rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931.

No. 6—Rose, pink hybrid tea, "Sweet Adeline," Rapture x Souvenir de Claudius Pernet, to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 16, 1932.

No. 7—Peach, "Hal Berta," J. H. Hale x unknown yellow variety of strong and vigorous character, to James E. Markham to Stark Bros. Nurseries, Louisiana, Mo., Feb. 16, 1932.

No. 8—Red rose, "Mary Hart," to George B. Hart, Brighton, N. Y., Feb. 23, 1932.

No. 9—Pink rose, "Afterglow," to R. L. Catron to Joseph H. Hill Co., Richmond, Ind., Feb. 23, 1932.

No. 10—Climbing everblooming red rose, "Blaze," to J. W. Kallay to Jackson & Perkins Co., Newark, N. Y., Mch. 8, 1932.

No. 11—Pinkish red rose, "Ambassador," to C. W. Hjermind and Paul E. Weiss to Premier Rose Gardens, Maywood, Ill., Mch. 22, 1932.

No. 12—Red plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 13—Yellow Plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 14—Carmine plum, to Mrs. Luther Burbank, to Stark Bros Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 15—Yellow peach, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 16—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., May

No. 17—Freesia, giant white, to William R. Elder, to Elder & Elder Nurseries, Indianapolis, Ind., May 24, 1932.

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Last Forms: - 25th each month	Last Forms: - 10th each month

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AN INVITATION

The Arrangement Committee of the American Association of Nurserymen have requested us to entertain you and your family, here at Dundee, Illinois, on Monday, July 18, 1932.

You Are Invited to be our guests on that day during your convention trip.

Time Buses will leave the Stevens Hotel (Convention Headquarters) at 9:30 A. M. (Daylight Saving Time) from where it is a delightful ride of but one hour and thirty minutes to Dundee.

Place A short trip will be taken through the Nursery—with luncheon and entertainment at the Crystal Lake Country Club, Crystal Lake, Illinois,—one of nature's beauty spots. There will be golf, boating, bathing and fishing.

Return There will be one bus returning to the Stevens Hotel, Chicago, immediately following the close of the luncheon. Those desiring to stay for the balance of the day will be taken back in time to reach the Stevens Hotel by 6:00 P. M.

We will enjoy having you as our guests and you will enjoy meeting and visiting with your friends on this outing. This is the only entertainment feature provided by the arrangements committee for Monday, July 18, 1932.

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